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NEWS

PBS NEWSHOUR'S PAUL SOLMAN TO LEAD CHINA SYMPOSIUM, SPONSORED BY MINNESOTA POWER

DULUTH, Minn.—Two leading experts on the Chinese economy will join national and regional business leaders to share their forecasts for future growth markets in China during a one-day symposium in Duluth on Thursday, Sept. 21. “Ready or Not? How Northland Businesses Become China Ready” will be held at the Duluth Entertainment Convention Center beginning at 11 a.m. Minnesota Power, an ALLETE company (NYSE: ALE), is primary sponsor of the event.

The keynote speaker of the event is Paul Solman, Business and Economics Correspondent with *The NewsHour with Jim Lehrer*. Solman’s talk is titled “China on the Rise.” Also participating in the event is Steven Ganster, managing director of Technomic Asia. Ganster has nearly three decades of international market strategy experience, and is the author of the recently published book “The China Ready Company.” Ganster will outline what factors companies must take into account when considering doing business in China. Other speakers include Tony Lorusso, Executive Director, Minnesota Trade Office; Sherry Shi, Marketing Principal, FedEx Global Marketing Group; and Peter Hammond, Director – Asia Operations, Polaris Industries Inc.

The workshop will be geared specifically to businesses in northeastern Minnesota and provide a broad overview of critical trends in the Chinese economy as well as practical information about overcoming cultural, legal and logistical challenges in China.

Admission is \$50, which covers lunch, a reception, program materials and a copy of *The China Ready Company*. Tickets are available online at: <http://www.mnpower.com/chinaready>. The Web site also contains a complete agenda of the day’s activities.

Minnesota Power provides electricity in a 26,000-square-mile electric service territory located in northeastern Minnesota. Minnesota Power supplies retail electric service to 135,000 retail customers, wholesale electric service to 16 municipalities, and some of the largest industrial customers in the United States. More information can be found at: www.mnpower.com.

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